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STEPHEN D. COAN
STATE FIRE MARSHAL

To: Heads of Fire Departments

From: Stephen D. Coan, State Fire Marshal

Date: December 4, 2015

Subject: **New Smoke Alarm Public Awareness Campaign**

I am pleased to announce the launch of the new smoke alarm public awareness campaign. It comes with a new logo and tag line, "Smoke Alarms: A Sound You Can Live With" that are designed to be used by the Massachusetts fire service over the next decade for important smoke alarm messages.



Replace Aging Smoke Alarms

The campaign is starting with radio and television public service announcements (PSA) that focus on replacing aging smoke alarms. The general public does not appear to be well informed about the fact that smoke alarms should be replaced after ten years. We will also be using transit ads on buses around the state and in the Boston MBTA, as well as electronic bulletin boards to promote the smoke alarm messages.

Toolkit for Fire Departments

A toolkit for local fire departments has been developed to support your local community education efforts. Feel free to use the logo in your materials, use the PSA, customize the opinion-editorial and local press release, and ask for space on local roadside message boards.

As we move into the winter months, fire officials know we will see more fires and sadly more fires where there are no working smoke alarms. I hope that our united education efforts will reduce the deaths and injuries from these fires.

Administrative Services • Division of Fire Safety
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